



Business Analytics & Information Technology (BAIT) Major

The Field

Business Analytics and Information Technology (BAIT) is Rutgers Business School's quantitative and computing major. It covers information technology, data analysis, and decision support, which are becoming more strongly intertwined and are essential components of the modern enterprise.

Most modern organizations use computer systems to manage data and operations, analyze data, and support operational decision-making. The BAIT major trains students in the technology and quantitative skills needed for the converging fields of information technology and business analytics.

Most business information systems currently being developed include not only aspects of data management and online transactions, but also sophisticated data analysis and often aspects of decision support, helping organizations to make better decisions, or in some cases automating operational-level decision making. BAIT prepares students to work on all levels of developing such systems. Graduates will be particularly well-positioned to work on "big data" projects, analyzing data on unprecedented scales.

Career Paths

Graduates can expect to work on information technology project development teams in a wide variety of organizations. The projects concerned will involve collecting, managing, analyzing, and acting on business data. In addition, graduates may work directly on analyzing particular datasets or operational decisions and plans. Graduates will work in all employment sectors, including consulting, consumer products, financial services, government, health care, information services, retail, technology services, and transportation/logistics.

Compensation

According to the Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, 2018 Edition, Computer Systems Analysts, graduates with bachelor's degrees similar to business analytics & information technology received offers with a median salary of \$88,740.

Key Facts:

- BAIT students have been recruited by ADP, Becton Dickinson, Burlington Coat Factory, Ernst and Young LLP, Goldman Sachs, Mondelez, New York Life Investment Management, PricewaterhouseCoopers, Teradata, Verizon, Deloitte, and UPS
- Business graduates with strong information technology and analytical skills are highly prized, with demand exceeding supply for most of the last decade
- The BAIT major teaches skills in Information Technology, Data Analysis, and Decision Analysis and Modeling